

What is claimed is:

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1. A method of playing a card game, comprising:
generating electronic card representations for playing
the card game;

5 receiving player identification information prior to at
least a first player playing the card game;

first playing a first instance of the card game between
the first player and a dealer module, wherein said dealer
module is dealt a first sequence of said card representations;

10 second playing a second instance of the game between a
second player and said dealer module, wherein said first and
second card game instances overlap in time and wherein said
dealer module is dealt a second sequence of card
representations for playing said second instance of the card
game;

15 wherein said first and second sequences dealt to the
dealer have at least different card representations for a
first card representation in the respective sequences.

2. A method of playing a card game as claimed in Claim
1, further including using a result from a completion of said
first instance in determining an acceptability of a play by
the first user in a third instance of the card game subsequent
5 to said first instance.

3. A method as claimed in Claim 2, wherein said step of using includes comparing a requested wager by the first user with an acceptable wager limit, wherein said wager limit is dependent on results from previous instances of the card game played by the first user.

4. A method of playing a card game as claimed in Claim 3, further including a step of providing consideration in order to play the card game.

5. A method of playing a card game as claimed in Claim 4, wherein said step of providing consideration includes registering at an Internet web site.

Sub (3) 6. A method of playing a card game as claimed in Claim 5, wherein said step of supplying includes providing data related to one or more of: an age, a sex, a financial status, a location of residence, e-mail address, an educational level, a marital status, an amount of recreational time, a personal taste, a personal habit, size of household, a number of children.

7. A method as claimed in Claim 1, wherein said dealer module communicates said card representations via a communications network.

8. A method of playing a card game as claimed in Claim 7, wherein advertising is displayed via the communications network to at least one of said first and second users during said first and second card game instantiations, respectively.

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9. A method as claimed in Claim 1, wherein said dealer module resides at an Internet web site and said first and second players play the card game with said dealer module using differently addressed Internet nodes for accessing said web site.

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10. A method as claimed in Claim 1, wherein said card representations dealt to the first player in said first game instantiation are interspersed between card representations from said first sequence dealt in said first game to said dealer module.

11. A method as claimed in Claim 1, wherein card representations dealt to the second player in said second game instance are interspersed between card representations from said first sequence.

12. A method as claimed in Claim 1, wherein card representations dealt to the first player are not played by said second player.

13. A method as claimed in Claim 1, wherein a probability said first and second sequences having identical card representations is substantially equal to chance.

14. A method as claimed in Claim 1, wherein said step of first playing includes a plurality of requests by said first player for card representations prior to said step of second playing commences.

20. A method of playing a card game electronically, comprising:

generating one or more card representations for playing the card game;

5 first playing a first instance of the card game between a first player and a dealer module, wherein the first player is dealt a first sequence of card representations;

10 second playing a second instance of the card game between a second player and the dealer module, wherein said first and second card game instances overlap in time, and wherein the second player receives a second sequence of card representations;

15 wherein, for an initial series of one or more plays by said first player using said first sequence, when said second player also initially plays said initial series of one or more identical plays using said second sequence, then for corresponding identical plays by said first and second players, their corresponding hands of card representations are identical.

21. A method as claimed in Claim 20, wherein said first and second players are playing in a same card game tournament.

22. A method as claimed in Claim 20, wherein a card hand for the dealer module when playing with the first player and a card hand for the dealer module when playing with the second

5 player are identical for each play of said initial series of
plays played by the first and second players.

23. A method as claimed in Claim 20, wherein said step
of first playing includes reading an identification card with
a card reader for identifying the first player.

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5 24. A method as claimed in Claim 20, wherein assuming
said second player also initially plays said initial series,
for each play of said initial series of one or more identical
plays, a card hand for the dealer module when playing with the
first player is identical to a corresponding card hand for the
dealer module when playing with the second player.

25. A method as claimed in Claim 20, wherein different
card hands for said first and second players are a result of
a different play by said first and second players.

26. A method as claimed in Claim 20, wherein said step
of first playing occurs in a casino.

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27. A method of playing a card game, comprising:

receiving player identification information prior to at least a first player playing the card game;

5 generating card representations for playing said card game with at least the first player and a second player, wherein the first and second players obtain card representations via a common communications network address;

10 first playing, with a first player in a first game of said card game, wherein a first collection of one or more of said card representations is transmitted to the first player;

15 second playing, with a second player in a second game of said card game, wherein a second collection of one or more card representations is transmitted to the second player, wherein said first and second card representation collections are transmitted to said first and second players during an overlapping time period;

ceasing to transmit card representations to the first player before said first game is completed;

20 continuing to transmit card representations to the second player after said step of ceasing;

terminating the playing of said second game with the second player;

subsequently continuing to transmit card representations to the first player, to play said first game in response to

25 the first player requesting an additional collection of one or more card representations;

commencing to transmit card representations to the second player for playing a third game of said card game, wherein a third collection of one or more card representations is transmitted to the second player and wherein the transmissions of the card representations for said additional collection and said third collection overlap in time.

30 28. A method as claimed in Claim 27, wherein said communications, ^{network} ~~interface~~ provides card representations to at least the first player, via the Internet, from a card providing Internet accessible node, wherein the following additional steps are included:

5 transmitting, via the Internet, from the card providing Internet accessible node, first information related to communications between (a) the card providing Internet accessible node, and (b) a first Internet accessible node from which the first player communicates with the card providing Internet accessible node;

10 wherein said first information is capable of being used in subsequent Internet communications between the card providing Internet accessible node and the first Internet accessible node;

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causing said first information to be stored on the first Internet accessible node so that it is available in subsequent different Internet connections by the first player;

20 first receiving, via the Internet, at the card providing Internet accessible node, second information indicative of said first information being present on said first Internet accessible node;

25 second receiving, via the Internet, at the card providing Internet accessible node, third information indicative of said first information being present on said first Internet accessible node when said first player has disconnected the first Internet accessible node from the Internet and subsequently reconnected to the Internet.

29. A method as claimed in Claim 28, wherein said first information is a program for receiving advertisement information from said card providing Internet accessible node.

Sub C9 / 30. A method as claimed in Claim 27, wherein each said step of generating is performed by a card representation generating module for supplying card representations to both the first and second players.

31. A method as claimed in Claim 27, wherein said card game is blackjack.

Sub C10 / 32. A method as claimed in Claim 31, further including a step of receiving a request by the first player to stand and a request by the second player for a hit, when the first and

5 second players are provided with a same card representation
for their respective blackjack card hands.

33. A method as claimed in Claim 31, further including
a step of playing a dealer's blackjack hand in each of said
first and second games, wherein one of said card
representations dealt to the first player in said first game
5 and is dealt to the dealer's blackjack hand in said second
game.

34. A method as claimed in Claim 27, further including
a step of maintaining a status of each of said first and
second games so that each of said first and second games are
played with a same effect as if the other of said first and
5 second games were not being played.

35. A method as claimed in Claim 27, further including
repeatedly performing the following steps:

determining, for at least one of said first and second
players, a corresponding opponent's play that is responsive to
5 a play made by the at least one player, and

transmitting a representation of the corresponding
opponent's play to the at least one player.

36. A method as claimed in Claim 35, wherein for the at
least one player, said corresponding opponent's play is a
dealer's play.

37. A method as claimed in Claim 35, wherein said opponent's play is determined without manual intervention during said opponent's play.

38. A method as claimed in Claim 35, wherein said step of transmitting includes combining said representation of the corresponding opponent's play with an advertising presentation for presentation to the at least one player.

39. A method as claimed in Claim 38, wherein said step of combining includes choosing the advertising presentation by comparing personal information supplied by the at least one player with a desired demographic profile from a sponsor of the advertising presentation.

40. A method as claimed in Claim 39, wherein said personal information includes one or more of: a name, an address, an e-mail address, an age, a sex, a financial status, a location of residence, a marital status, an educational level, an amount of recreational time, personal tastes and personal habits.

41. A method as claimed in Claim 38, wherein said step of combining includes determining a first advertising presentation for said first player and a different second advertising presentation for said second player when a user profile for said first player is different from a user profile for said second player.

42. A method as claimed in Claim 27, wherein said common communications interface includes one of: a World Wide Web server and an Internet interface.

43. A method as claimed in Claim 27, wherein at least one of said card representations is selectable by one of:

(a) at most one of said first and second players, and

5 (b) each player during a predetermined time period that said at least one card representation is provided as eligible for play.

44. A method as claimed in Claim 43, wherein each said predetermined time is less than approximately two seconds.

45. A method as claimed in Claim 27, wherein for a first card representation of said first collection, there is a corresponding identical second card representation in said second collection, wherein the first card representation and
5 the corresponding second card representation are obtained from a same generated card representation.

Sub C12 46. A method as claimed in Claim 27, wherein a site for
generating said card presentations is accessible from a different address of a communications network from an address of a node providing access to the network for at least one of
5 said first and second players.

47. A method as claimed in Claim 27, further including a step of communicating electronically card game information

between a module for generating said card representations and said first player playing said first game.

48. A method as claimed in Claim 27, wherein said step of generating includes repeatedly providing a substantially random card representation, wherein each said substantially random card representation is eligible for play for one of:

- 5 (a) a corresponding predetermined time period, and
(b) at most one of said first and second players.

49. A method as claimed in Claim 27, further including a step of receiving an encoding of a player identification from a player identification input device for the first player before commencing said first game.

50. A method as claimed in Claim 27, further including a step of changing a time limit for accepting an input from said first player when said first player desires to change a speed of said first game.

- Sub C14, 51. A method as claimed in Claim 27, further including a step of providing a response to said first player of a received request from said first player, wherein said request includes a request for information related to a ranking of
5 said first player in comparison to other players playing said card game.

52. A method as claimed in Claim 27, wherein said step of first playing includes inputting, by said first player, a request for one of said card representations, wherein said

5 request is transmitted in a predetermined electronic signal protocol.

53. A method as claimed in Claim 27, wherein said step of first playing includes storing a current configuration of said first game, said current configuration accessible using player identification data provided with each request for one of said card representations by said first player.

54. A method as claimed in Claim 27, wherein said step of first playing includes determining whether a wager by said first player is acceptable.

55. A method as claimed in Claim 27, further including a step of communicating gaming information related to said card game between a site for distributing said gaming information and said first player;

5 wherein said step of communicating is performed using one of Internet transmissions, cable television transmissions, and local area network transmissions.

56. A method of playing a game on the Internet, comprising:

receiving player identification at a game playing Internet accessible node (GPIAN) for a first and second player;

transmitting, via the Internet, from the GPIAN, first information related to communications between:

(a) the GPIAN, and

(b) a first Internet accessible node from which the first player communicates with the GPIAN;

wherein said first information is utilized in subsequent Internet communications between the GPIAN and the first Internet accessible node;

causing said first information to be stored on the first Internet accessible node so that it is available in subsequent different Internet connections by the first player;

receiving, via the Internet, at the GPIAN, first responsive information indicative of said first information being present on said first Internet accessible node;

first playing with the first player a first game, wherein one or more game play representations are transmitted to the first player via the first Internet accessible node;

second playing with the second player a second game, wherein one or more game play representations are transmitted

58. A method of playing a card game, comprising:
generating card representations for playing said card
game;

5 first playing, by a first player in a first game of said
card game, a first collection of one or more ^{of} said card
representations transmitted through a communications network;

changing a time limit for accepting an input from said
first player when said first player desires to change a speed
of said first game.

Sub (15) 59. A method as claimed in Claim 58, further including
a step of second playing, by a second player in a second game
of said card game, a second collection of one or more card
representations;

5 wherein said card representation selections for said
first and second collections overlap in time.

60. A method as claimed in Claim 59, further including
a step of providing the first player with a game play ranking
of the second player, said ranking dependent upon an outcome
of a plurality of games of said card game played by the second
5 player.

Sub (16) 61. A method as claimed in Claim 59, further including:
terminating, by the second player, said second game;
continuing, by the first player, to play said first game
by selecting an additional collection of one or more card
5 representations;

commencing, by the second player, to play a third game of said card game, wherein a third collection of one or more card representations is played by the second player and wherein selection of said card representations for said additional collection and said third collection overlap in time.

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62. A method for providing advertising related information while playing a game, comprising:

performing the following substeps (A1) through (A3) for each of one or more users:

5 (A1) initiating an instance of the game for playing by the user, wherein the instance includes a plurality of user plays;

10 (A2) presenting one or more advertising related presentations to the user during a playing of the instance of the game, wherein between a pair of some of the user plays, a first of said one or more advertising related presentations is presented to the user, wherein said first advertising related presentation was not presented to the user during
15 the instance of the game between a different pair of some two of the user plays;

20 (A3) receiving, by a network site, data related to one or more responses by the user to at least one of said advertising presentations presented to the user, wherein said data is received via a network connecting the user and the network site;

providing advertising related information to a first advertiser for one of said advertising related presentations, wherein said advertising related information is obtained using

25 said data received at the network site from the one or more users.

63. A method as claimed in Claim 62, wherein said step of presenting occurs simultaneously with a presentation of the instance of the game.

64. A method as claimed in Claim 62, wherein said step of providing includes determining a perceived effectiveness of at least one of said advertising related presentations using data received from said responses from each of the one or more users.

65. A method as claimed in Claim 64, wherein said perceived effectiveness of said at least one advertising related presentation includes one or more of the following:

(a) a measurement indicative of a number of the users to which said at least one advertising related presentation is displayed,

(b) a measurement indicative of a number of times said at least one advertising related presentation is displayed to the users,

(c) a measurement indicative of a number of favorable responses by the users to said at least one advertising related presentation, and

(d) a measurement indicative of a number of promotionals related to a product or service of said at least one advertising related presentation.

66. A method as claimed in Claim 65, further including a step of charging the first advertiser using at least one of said measurements (a) through (d) of Claim 65.

67. A method as claimed in Claim 62, wherein said step of receiving includes a step of transmitting said data through a network, wherein said network overlaps with one of an Internet network, an interactive cable television network, and a local area network.

68. A method as claimed in Claim 62, further including a step of obtaining a first amount of information from the user prior to said step of presenting.

69. A method as claimed in Claim 68, wherein said step of obtaining includes registering at an Internet web site.

70. A method as claimed in Claim 62, wherein one of said advertising related presentations includes information related to one of: one or more products, one or more services, and information for influencing the user.

71. A method as claimed in Claim 62, wherein said step of providing includes determining a number of times to which the users provide a response to one of said advertising related presentations wherein said response requests additional information related to said one advertising related presentation.

72. A method as claimed in Claim 62, wherein said step of providing includes one of:

(a) comparing a first measurement indicative of an interest by the one or more users in one of said advertising related presentations with a second measurement of an interest by the one or more users in a second advertising related presentation of said advertising related presentations for determining an effectiveness of said one advertising related presentation in comparison to an effectiveness of said second advertising related presentation;

(b) determining a characterization of the users that are responsive to said one advertising related presentation; and

(c) determining a measurement for said one advertising related presentation, wherein the measurement relates to a length of time said one advertising related presentation is displayed to the one or more users.

73. A method as claimed in Claim 62, wherein said one or more responses by the user include an answer to at least one question presented to the user.

74. A method as claimed in Claim 62, wherein said step of initiating includes providing the user with an option to play one of: blackjack, craps, roulette, poker, baccarat, and pai gow.

75. A method as claimed in Claim 62, further including the steps of:

generating card representations for playing the game;

first requesting, by a first of the one or more users, a
5 first collection of one or more of said card representations
when playing a first instance of the game by the first user;

initializing a second instance of the game with a second
of the users for playing said second instance of the game;

second requesting, by the second user, a second
10 collection of one or more of said generated card
representations, wherein said first and second steps of
requesting overlap in time.

Sub C 191 76. A method as claimed in Claim 62, wherein said game
includes at least one of the following attributes:

- (a) an element of chance;
- (b) a total number of possible game plays, is capable of
5 being determined before playing the game; and
- (c) there is an opponent to at least one of the users.

77. An apparatus as claimed in Claim 76, wherein said
opponent deals a playing token to the one user.

78. A method as claimed in Claim 62, wherein said
network overlaps with one of an Internet network, an
interactive cable television network, and a local area
network.

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79. A method for providing product or service information while playing a game, comprising:

performing the following substeps (A1) through (A4) for each of one or more users:

5 (A1) initiating an instance of the game for playing by the user, wherein the instance includes a plurality of user plays;

10 (A2) presenting one or more presentations to the user during a playing of the instance of the game, wherein between some two of the user plays there is one of said one or more presentations presented to the user; and wherein said presentations are for relating information about one or more purchasable products or services, or for receiving information from the user about purchasable products or services;

15 (A3) receiving data transmitted by a network from the user to a network site, wherein said data is related to one or more responses by the user to at least one of said presentations presented to the user; and

20 (A4) selecting, at said network site, a second of said presentations for presenting to the user using said data.

80. A method as claimed in Claim 79, wherein there is a pair of user plays wherein said one or more presentations are not presented.

81. A method as claimed in Claim 79, wherein said step of selecting occurs during the instance of the game.

82. A method as claimed in Claim 79, wherein said game includes an element of chance.

83. A method as claimed in Claim 79, wherein said game includes a total number of possible game plays that is capable of being determined before playing the game.

Sub C21 84. A method as claimed in Claim 79, wherein for said game there is an opponent to at least one user.

85. A method as claimed in Claim 84, wherein said opponent deals a playing token to the user.

86. A method as claimed in Claim 79, wherein said network overlaps with one of an Internet network, an interactive cable television network, and a local area network.

87. A method as claimed in Claim 79, further including a step of obtaining a first amount of information from the user prior to said step of presenting, wherein said step of obtaining includes registering at an Internet web site.

88. A method as claimed in Claim 79, wherein at least one of said steps of presenting and selecting includes a step of matching the user with at least one of said presentations

5 by comparing user supplied information with information supplied by an advertiser of the at least one presentation.

89. A method as claimed in Claim 88, wherein said step of matching includes comparing information obtained from the user with a demographic profile for determining said second presentation to be provided to the user.

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(22) 90. A method as claimed in Claim 89, wherein said step of selecting includes one of ceasing to transmit a first of said presentations to the user, and ceasing to transmit a particular category of presentations of said presentations to the user.

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91. A method for providing information regarding products or services while playing a game using a network, comprising:

5 performing the following substeps (A1) through (A3) for each of one or more users:

10 (A1) providing, at a network site on said network, access to a plurality of presentations for presenting to the user, wherein said presentations provide at least one of: (a) information about one or more purchasable products or services and (b) a capability for receiving a response from the user related to one or more purchasable products or services;

15 (A2) initiating an instance of the game for playing by the user using the network;

20 (A3) transmitting, via the network, one or more of said presentations to the user for presentation during a playing of the game instance, wherein between at least two user plays of the game instance, there is at least one corresponding presentation of said presentations presented to the user to which the user is able to enter a response;

25 receiving, via said network, data related to one or more
responses by the users to said corresponding presentations;
and

30 using said data from said one or more users for one of:
evaluating an effectiveness of at least one of said
presentations, determining another of said presentations for
transmitting to the user, providing a product to the user, and
providing a service to the user.

92. A method as claimed in Claim 91, wherein said step
of receiving occurs during the instance of the game.

93. A method as claimed in Claim 91, further including
a step of providing, to a first of said users, supplemental
information related to a compensation to the user for
providing said one or more responses.

94. A method as claimed in Claim 91, wherein said
network overlaps with one of an Internet network, an
interactive cable television network, and a local area
network.

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5 95. A method as claimed in Claim 91, wherein said step
of receiving includes obtaining some of the following
information related to the user: a name, an address, an
e-mail address, an age, a financial status, an educational
level, a marital status, a size of household, a number of
children, and a sex.

96. A method as claimed in Claim 91, further including
a step of storing information related to one of: whether one
of said plurality of presentations has been presented to a
first of the one or more users, and a time when said one
5 presentation is presented to the first user.

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97. An apparatus for playing a game using communications on a network, and providing a presentation related to one of a product and a service during the game, comprising:

5 a game playing engine, accessible via a first network node, said engine capable of playing a game with a first user, wherein the game uses a communication on the network via the first network node;

10 a second network node, capable of connecting to the network, for allowing the first user to play the game with said game playing engine;

15 a first controller for controlling network game play transmissions to the second network node, wherein between two plays by the first user during a playing of the game, at least one presentation of a plurality of presentations is presented at the second network node using information transmitted by said first controller via the network, and wherein said at least one presentation includes information concerning one of: a product and a service;

20 a second controller for transmitting to said first controller, a data item related to an action by the first user in response to said at least one presentation being presented at the second network node;

25 one or more user response processing modules that uses data obtained from said data item received by said first controller for one of: evaluating an effectiveness of said at

least one presentation, determining another of the presentations for transmitting to the user, providing a product to the first user, and providing a service to the first user.

98. An apparatus as claimed in Claim 97, wherein said game is a game of chance.

99. An apparatus as claimed in Claim 97, wherein a total number of possible game plays of said game is capable of being determined before playing the game.

100. An apparatus as claimed in Claim 97, wherein said game is a game having an opponent.

101. An apparatus as claimed in Claim 100, wherein said opponent plays the game interactively with the user.

102. An apparatus as claimed in Claim 100, wherein said opponent is another player.

103. An apparatus as claimed in Claim 100, wherein said opponent deals a game playing token to the user.

104. An apparatus as claimed in Claim 100, wherein said game is interactive between the user and said game playing engine.

Sub C24 105. An apparatus as claimed in Claim 97, further including:

a profile repository for storing one or more demographic profiles, each said demographic profile describing a corresponding group of one or more game playing users,

including the first user, for presenting, via the network, one or more presentations used for identifying products or services purchasable by the one or more users.

106. An apparatus as claimed in Claim 105, wherein at least one of said demographic profiles includes data for identifying said corresponding group according to one or more of:

5 an age, sex, financial status, location of residence, education, marital status, estimated amount of recreational time, personal tastes and habits, size of household, number of children, and user network interaction categorizations.

Sub C²⁵ 107. An apparatus as claimed in Claim 105, wherein said user network interaction categorizations includes one of a determination of network sites accessed by the users of said group, and a risk tolerance of users of said group.

108. An apparatus as claimed in Claim 97, wherein, for the first user, said user data item is used to enhance a user profile for the user within a user data repository.

109. An apparatus as claimed in Claim 97, wherein said network uses one of an Internet connection, an interactive cable television connection, and an intranet connection.

110. An apparatus as claimed in Claim 97, wherein said at least one presentation includes one or more questions for the first user.

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111. An apparatus as claimed in Claim 97, wherein said data item is determined using one of:

(a) a detection of an activation of a hyperlink by the first user, and

5 (b) a determination of a length of time that one of the presentations is visible to the user.

112. An apparatus as claimed in Claim 97, further including:

a means for combining said at least one presentation with a game play by the game playing engine into a combined output; and

5 a means for transmitting through the network, said combined output to the second network node.

113. An apparatus as claimed in Claim 112, wherein said means for combining includes a means for specifying said combined response in a hypertext markup language.

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114. An apparatus as claimed in Claim 112, wherein said means for transmitting includes a World Wide Web server for accessing the network.

115. An apparatus as claimed in Claim 97, wherein said data item for the user includes user information related to one or more of:

5 an age, sex, financial status, location of residence, education, marital status, estimated amount of recreational

time, personal tastes and habits, size of household, number of children, and user network interaction categorizations.

116. An apparatus as claimed in Claim 97, wherein said first controller includes a selector engine for matching for one or more users playing a game with said game playing engine, a desired user profile with said corresponding user data items provided by the users via the network.

117. An apparatus as claimed in Claim 97, wherein said game playing engine includes a game controller for playing one or more of blackjack, poker, craps, roulette, baccarat and pai gow.

118. An apparatus as claimed in Claim 97, wherein said game playing engine includes a wager accounting module for determining an acceptability of a user requested wager.

119. An apparatus as claimed in Claim 97, wherein said second network node includes a network browser for communicating with the first network node for playing the game.

120. An apparatus as claimed in Claim 119, further including:

a presentation receiving module operatively connected to said network browser at the second network node, said presentation receiving module for receiving an unrequested presentation not combined with any game playing response by the game playing engine.

121. An apparatus as claimed in Claim 120, wherein said presentation receiving module includes a daemon for detecting said unrequested presentation.

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122. An apparatus as claimed in Claim 120, further including:

5 an advertiser repository including data related to a measurement of a preference of the first user for one of said presentations and an advertised item, wherein said advertiser repository is accessible on demand for transmitting said at least one presentation to the second network node.

123. An apparatus as claimed in Claim 97, wherein: said at least one presentation provides for conducting of a transaction for a purchase of an advertised item presented at the second network node.

124. An apparatus as claimed in Claim 97, wherein: said second network node accesses the network via a service provider wherein said service provider is one of: an Internet service provider, a casino, and an interactive
5 cable television service provider.

125. A method of presenting one of products and services while playing one or more games on a network, comprising:

5 first determining, for a user, a particular presentation, from a plurality of presentations, to present to the user at a corresponding node of the network, wherein said presentations are used for presenting information about at least one of a product and a service;

10 playing with the user a corresponding instance of one of the games, wherein the instance includes a plurality of user plays;

first presenting to the user during the playing of a portion of the corresponding instance with the user, said particular presentation via the network;

15 receiving, from the user, a user data item indicative of an action in response to said particular presentation;

using said data item for one of:

20 evaluating an effectiveness of said particular presentation, selecting another presentation for presenting to the user, providing a product to the user, providing a service to the user, and providing information for influencing the user on a predetermined issue.

126. A method as claimed in Claim 125, further including:

second determining for the user a different presentation, from the plurality of presentations, to present to the user at the corresponding node of the network;

second presenting to the user during a different portion of the corresponding instance with the user, said different presentation;

127. A method as claimed in Claim 125, wherein the corresponding instance played by the user is played according to a predetermined set of rules indicating how an instance of the game is to be played.

128. A method as claimed in Claim 125, wherein the corresponding instance played by the user is an instance of a game of chance.

129. A method as claimed in Claim 125, wherein a total number of possible distinct game plays of the corresponding instance played by the user is capable of being determined before playing the game instance.

130. A method as claimed in Claim 125, wherein said instance is an instance of a game having an opponent.

131. A method as claimed in Claim 130, wherein said opponent plays the instance of the game interactively with the user.

132. A method as claimed in Claim 130, wherein said opponent is another user.

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C30)

134. A method of viewing a presentation related to one of a product and a service while playing a game on a network, comprising:

accessing the network via a first user node;

5 communicating with a second network node that provides network access to one or more games capable of being played using communications on said network;

10 playing a first instance of one of said games using communications between said first user node and said second network node;

presenting a first presentation at said first user node, wherein said first presentation is displayed between two plays of the instance and wherein said first presentation provides information about a product or service for sale;

15 replacing said first presentation by a second presentation for display between a different two plays of the first instance of the game, wherein said second presentation provides information about a product or service for sale;

20 detecting an action in response to one of said first presentation and said second presentation;

transmitting a data item indicative of said action to a network node identified with said one presentation;

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140. A method of presenting an Internet presentation,
comprising:

providing one or more services available through an
Internet connection on a first Internet accessible node;

5 first transmitting an unrequested first presentation,
via the Internet, to the user at a second Internet
accessible node while the user is interacting with an
activation of a first of the services at the second Internet
accessible node, wherein said first presentation is
10 presented between two user inputs to the activation and said
first presentation is not presented in response to an
Internet input by the user requesting said first
presentation, via a presentation identifier, and wherein
said first presentation identifies at least one of a
15 purchasable product and a purchasable service;

receiving data, via a communication on the Internet,
indicative of an action by the user in response to said step
of first transmitting;

determining, without manual intervention, a second
20 presentation for presenting to the user, wherein said second
presentation is determined using said data and stored
information indicative of previous user Internet responses,
said second presentation also identifying one of a
purchasable product and a purchasable service;

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25 second transmitting to the user, via the Internet, said
second presentation concurrently with the activation of the
first service; and

generating a value determined using said data, wherein
said value is provided to a party requesting said first
30 presentation be presented to users accessing the Internet.

141. A method as claimed in Claim 140, wherein said
first service includes the capability of playing one or more
games on the Internet, and said activation is an instance of
playing one of the games interactively with the first
5 Internet accessible node.

142. A method as claimed in Claim 141, wherein said
game has predetermined rules of how the game is played and
at least one of the following attributes:

(a) an element of chance;

5 (b) a total number of game plays is capable of being
determined before playing the game; and

(c) there is an opponent to at least one player of said
game.

B 143. A method as claimed in Claim ¹⁴³~~140~~, wherein said
step of generating includes determining one of: a number of
times the first presentation is presented, a number of
positive responses to the first presentation, and a number
5 of purchasable products or purchasable services sold via the
first presentation.

Sub 32 145. A method of providing a presentation to each of one or more users of a communications network, comprising:

performing for each of the one or more users, steps

(A1) through (A3) following:

5 (A1) providing access to a network server node for allowing network access to a network service, wherein said network server node presents one or more interactive service presentations to the user during an activation of the network service from a network client node via the network;

10 (A2) presenting concurrently with the service presentations at the network client node, a first advertising presentation for providing information related to an advertiser of one of a purchasable product and a purchasable service, wherein said first advertising
15 presentation is transmitted during the activation of the network service, and said first advertising presentation is capable of being replaced by a different, second advertising presentation for presenting during the activation of the network service, and wherein at least one of said service
20 presentations for presenting on the network client node is determined without regard to which one of said first and second advertising presentations are also transmitted to the user for concurrent presentation;

149

149. A method of providing a presentation on a network,
comprising:

activating a service accessible from a network server
node, via the network, wherein one or more interactive
5 service presentations are presented to a user during an
activation of the network service by a network client node
from which the user accesses the network;

presenting concurrently with the service presentations
at the client node, a first advertising presentation for
10 providing information related to one of a product
advertisement and a service advertisement, wherein said
first advertising presentation is transmitted on the network
during the activation of the network service, and a display
of said first presentation is capable of being replaced by a
15 display of a different, second advertising presentation
during the activation of said network service, wherein at
least one of said service presentations for presenting on
the network client node is determined without regard to
which one of said first and second advertising presentations
20 is presented concurrently to the user;

receiving data, at a predetermined network node, via a
communication on the network, wherein said data is
indicative of an action by the user in response to said
first advertising presentation; and

25 determining, using said data at said predetermined
network node, another advertising presentation for
presenting to the user.

150. A method as claimed in Claim 149, wherein said
predetermined network node is identified by data for said
30 first advertising presentation.

151. A method as determined in Claim 149, wherein said
predetermined network node is said network server node.

152. A method as determined in Claim 149, wherein said
step of presenting includes transmitting on one of: the
Internet, a cable network and a local area network.

153. A method as determined in Claim 149, wherein said
step of providing includes providing access to a game
playing engine during the activation of the network service.

154. A method of providing a presentation on a network,
comprising:

activating a network service accessible from a network server node via the network, wherein one or more interactive service presentations are presented to a user during an activation of the network service by a network client node from which the user accesses the network;

presenting concurrently with the service presentations at the network client node, a first presentation for providing information related to one of a product advertisement and a service advertisement, wherein said first presentation is transmitted during the activation of the network service, and a display of said first presentation is capable of being replaced by a different, second presentation during the activation of said network service, wherein at least one of said service presentations for presenting on the network client node is determined without regard to which one of said first and second presentations is presented concurrently with the at least one service presentation to the user;

receiving data, at a predetermined network node, via a communication on the network, wherein said data is indicative of an action by the user in response to said first presentation; and

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providing, using said data, the product or service to
the user, ^{in response to a purchase by the user.}

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155. A method of providing information regarding products or services on the Internet, comprising:

transmitting, via the Internet, from a first Internet accessible node, first information for storing at a second Internet accessible node, wherein said first information is capable of being utilized in subsequent Internet communications between the first Internet accessible node and the second Internet accessible node;

wherein for each of a plurality of subsequent different Internet connections by the second Internet accessible node, the following steps (a) and (b) are performed:

(a) receiving, via the Internet, at the first Internet accessible node, second information from said second Internet accessible node, said second information indicative of at least a presence of said first information;

(b) causing, via one or more Internet transmissions from said first Internet accessible node, one or more advertisements to be transmitted to said second Internet accessible node when a presence of said first information is detected on said second Internet accessible node, wherein the following occur: (i) said one or more advertisements are transmitted during an activation of a desired Internet service accessible from said first Internet accessible node, (ii) a display of at least a first of said one or more advertisements is replaced by a display of a different

second of said advertisements, (iii) substantially all
 outputs from the activation, in response to Internet
 transmissions from the second Internet accessible node, are
 determined without regard to which of said one or more
 advertisements is displayed at the second Internet
 accessible node.

156. A method as claimed in Claim 155, wherein the
 activation includes a playing of a game, wherein said game
 is played according to a predetermined set of rules, and
 said game is at least one of: a game of chance, a game
 having an opponent, and a game having a total number of
 possible distinct game plays that is capable of being
 determined before playing the game.

157. A method as claimed in Claim 155, wherein the
 first Internet accessible node is a website and the second
 Internet accessible node is used by a user in accessing the
 website.

158. A method as claimed in Claim 157, further
 including a step of registering, via the Internet, the user
 at the first Internet accessible node, wherein user
 identification data for identifying the user is stored in a
 data storage that is accessible, on demand, by a process
 that services Internet requests via the first Internet
 accessible node.

159. A method as claimed in Claim 157, wherein when the user accesses a desired service via the first Internet accessible node, said step of causing includes presenting at least a first of said advertisements concurrently with a presentation for the desired Internet service.

160. A method as claimed in Claim 155, wherein said first information includes an encoding of a program for receiving unrequested transmissions of said one or more advertisements at the second Internet accessible node.

161. A method as claimed in Claim 160, wherein said second information includes a status indicative of an activation of said daemon.

162. A method as claimed in Claim 161, wherein said step of receiving is repeated in each of said plurality of subsequent different Internet connections by the second Internet accessible node.

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163. A method of playing a game on a communications network, comprising:

receiving, at a game playing node of the network, a request for selecting a pace of play of an instance of the game by a first user at a first node of the network;

playing the instance of the game with the first user using network communications between the game playing node and the first node, wherein at least a second player has played an instance of the game; and

transmitting to the first node a ranking of said second player, wherein the ranking is indicative of a proficiency of the second player in playing the game.

164. A method as claimed in Claim 163, wherein said step of transmitting includes receiving a request from the first player for viewing the ranking.

165. A method as claimed in Claim 164, wherein the game includes at least one of the following attributes:

(a) an element of chance;

(b) a total number of possible game plays, is capable of being determined before playing the game; and

(c) there is an opponent to at least one of the users.

166. A method as claimed in Claim 163, wherein said step of receiving includes changing the pace of play during the instance of the game.

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